

## ORDER



**Orders**  
**Order / Rev:** 47287  
**Alt Order #:** 08837042  
**Product Desc:** ISSUE  
**Estimate:** 11543  
**Flight Dates:** 09/24/12 - 09/30/12  
**Original Date / Rev:** 08/06/12 / 08/16/12  
**Order Type:** CIA - O

## KTVX-TV

**Primary AE:** Continental Washington DC  
**Sales Office:** CNAT  
**Sales Region:** National

**Agency**  
**Name:** Wired Media Partners  
**Buying Contact:** Chris Vail  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Center Forward  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	80	\$31,100.00	\$26,435.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	80	\$31,100.00	\$26,435.00	0.00
<b>Totals</b>	<b>80</b>	<b>\$31,100.00</b>	<b>\$26,435.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTVX-TV	70%	\$31,100.00
Market	100%	\$44,428.57

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KUCW	30%	\$13,328.57
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/24/12	09/28/12	M-F 530a-6a GMU M-F 530a-6a GMU	CM	5:30 AM-6:00 AM	MTWTF--	:30	5	\$60.00	P-2	0.00	NM	5	\$300.00
530A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--			5			\$60.00		0.00			
E 2	KTVX	09/24/12	09/28/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6:00 AM-6:30 AM	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00

KTVX-TV

Order / Rev: 47287  
 Alt Order #: 08837042  
 Flight Dates: 09/24/12 - 09/30/12

Advertiser: Center Forward  
 Product Desc: ISSUE  
 Estimate: 11543

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KTVX	09/24/12	09/28/12	M-F 630p-7p M-F 630-7p	CM	6:30 PM-7:00 PM 11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	11111--				5	\$350.00		0.00			
E 15	KTVX	09/24/12	09/24/12	Mon Spec DANCING W/STARS	CM	7:00 PM-9:00 PM M----- (7:00 PM-9:00 PM)	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
DANCING W/STARS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----				1	\$4,500.00		0.00			
E 16	KTVX	09/26/12	09/26/12	Wed Reg 2 Wed 8p-9p	CM	8:00 PM-9:00 PM --W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
MOD FAMILY/HAPPY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$3,000.00		0.00			
E 17	KTVX	09/27/12	09/27/12	Thu Reg 2 Grey's Anatomy 8-9p	CM	8:00 PM-9:00 PM ---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
GREY'S ANATOMY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$3,000.00		0.00			
E 18	KTVX	09/28/12	09/28/12	Fri Reg 3 20/20 9-10p	CM	9:00 PM-10:00 PM ----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
20/20														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,000.00		0.00			
E 19	KTVX	09/30/12	09/30/12	Sun Reg 3 ONCE UPON A TIME	CM	8:00 PM-9:00 PM -----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
ONCE UPON A TIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KTVX	09/24/12-09/30/12		Sun Reg 3		8:00 PM-9:00 PM		-----Su	:30	<del>(\$3,000.00)</del>	0.00	NM		
See MG 19.2														
[Program Change]														
2	KTVX	09/30/12-09/30/12		Sun Reg 3		8:00 PM-9:00 PM		-----Su	:30	\$3,000.00	0.00	NM		
Ⓜ MG for 19.1 09/30														
[Approved by Buyer]														
E 20	KTVX	09/24/12	09/28/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10:00 PM-10:35 PM MTWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
10P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$550.00		0.00			
E 21	KTVX	09/24/12	09/28/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM MTWTF--	:30	3	\$285.00	P-2	0.00	NM	3	\$855.00
NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$285.00		0.00			
E 22	KTVX	09/24/12	09/28/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM MTWTF--	:30	2	\$195.00	P-2	0.00	NM	2	\$390.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$195.00		0.00			
E 23	KTVX	09/24/12	09/28/12	M-F 1130p-12a M-F 1133p-1203a	CM	11:35 PM-12:05 AM MTWTF--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$175.00		0.00			

Totals 80 \$31,100.00